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COMPLETE SPECIFICATION.

Improvements in Advertising.

I ALFRED CHARLES HARMSWORTH of "Elmwood," St. Peters, Kent, Journalist, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

- 5 My invention relates to a new scheme for advertising, and has for its object the encouragement of advertising through a novel method or system for inducing the public to patronise certain firms advertising their goods through the agency of a particular newspaper. The system or method which I employ is broadly as follows:—
- 10 I select a certain periodical as for example the paper called "Answers" and in the columns of the same I place the information that a prize or prizes will be given to the reader who has spent most money during a certain period in purchasing articles from firms advertising in that paper.
In carrying out my scheme, and to prove that the articles have actually been
- 15 bought, the reader will have to obtain from the shop keeper or vendor a receipt for the goods purchased, and these receipts will be forwarded to "Answers" as proof of the purchase. In this manner the competition may be divided into sections as well as one "grand competition" viz.:—A certain class or classes of articles may be selected and the biggest purchaser in this class or classes may be awarded the
- 20 prize, or again if two or three firms or makers of similar goods are at the same time advertising in the paper in question, a competition could be arranged to award a prize to the largest purchaser in this particular class with one of the said firms, or of goods supplied by one of the said firms.
This would be the means of obtaining an expression of opinion from the public
- 25 as to whose goods had most favour with the public.
These however are but details of the principal scheme, which is that the largest aggregate purchaser of goods advertised by any firms in "Answers" shall receive an important cash or other prize. It will readily be understood that this scheme will apply itself to any goods whatsoever, and also be applicable to any system of
- 30 advertising by which a firm or individual seeks to obtain custom.
As a further example, an advertiser might advertise to sell tickets for theatres, concerts and the like, and if such tickets were purchased by a reader of "Answers" and the firm selling the same were advertising at the same time in "Answers" this would be a fair subject for the carrying out of my invention.
- 35 The scheme may also be applied to the taking out of insurance policies of every description, in which case the amounts paid for premium might be considered as the value for consideration purchased.
In order to prevent any collusion either through advertising firms or other agencies, I may elect to give the prize for certain districts or towns, or may give a
- 40 series of prizes for such districts or towns, and also as before stated the prize or prizes may be given for a restricted class or classes of goods.
As an example in this latter method, I might divide them up as follows:—
(1) All articles of grocery or dry goods character sold by trades people known as Italian warehousemen.
- 45 (2) Drapers' goods and all matters in connection with ladies' wearing apparel, including millinery etc.
(3) Stationery and its kindred trades.
(4) Toilet requisites including goods sold by chemists and oilmen.

[Price 8d]

Lives prize
awards as
sales incentive

Harmsworth's Improvements in Advertising.

(5) Musical instruments of every description, and all articles relating to music and art.

(6) Books periodicals and all relating to literature. These might be taken separately, or together, or as before stated the competition might include all classes.

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Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is :—

(1) An improved system for the encouragement of advertising in periodicals of any description, in which a prize competition is published in the paper, offering a money or other prize to the largest purchaser or purchasers of goods advertised in the said paper or those expending the largest sum of money with the firms advertising in it, substantially as and for the purposes specified.

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(2) An improved system for the encouragement of advertising in periodicals of any description consisting of a prize competition to be published in the paper, in which a set of prizes will be offered to the largest purchaser or purchasers of goods advertised in the said paper, in the several selected classes, substantially as described and for the purposes specified.

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Dated this 17th day of April 1894.

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